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SUBJECT: SOVIET VIEWS ON INTERNATIONAL BROADCASTING

1. IN REVIEW ENTITLED "ILLUSIONS AND REALITY," APPEARING IN ISSUE NO. 3 OF COMMUNIST PARTY CADRE PUBLICATION "KOMMUNIST," N. PLAKHOTNYY EXAMINES N.S. BIRYUKOV'S MONOGRAPH "BOURGEOIS TELEVISION AND ITS DOCTRINES," (MYSL', 1977) WHICH HE EXTOLLS AS FIRST MAJOR EFFORT TO EXPLAIN CAPITALIST TELEVISION TO SOVIET PUBLIC, AND AS DEFINITIVE STUDY ON WESTERN MEDIA FOR SOME TIME TO COME. PLAKHOTNYY, COMBINING BASIC PREMISES OF BOOK WITH ADDENDA OF HIS OWN, IS PRESUMABLY ARTICULATING OFFICIAL SOVIET VIEWS VIS-A-VIS INTERNATIONAL TELEVISION BROADCASTING.

2. ACCORDING TO PLAKHOTNYY, BIRYUKOV ESTABLISHES BEYOND DOUBT THAT BOURGEOIS BROADCASTING IS BOTH RESULT AND INSTRUMENT OF COMPLEX SOCIAL FORCES AT WORK IN CAPITALIST SOCIETY AND AS SUCH IS INHERENTLY INIMICAL TO SOCIALIST SYSTEMS. WHEREAS SOVIET TELEVISION IS SEEN AS UNCLASSIFIED

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TRUTHFUL REFLECTOR OF LIFE, RELIABLE SOURCE OF INFORMATION, TRUSTWORTHY GUIDE TO WHAT IS GOOD IN NATIONAL AND WORLD CULTURE, AND ANTHROPOMORPHICALLY DESCRIBED AS "GOOD ADVISOR AND FRIEND ENTERING HOME AT RIGHT MOMENT," BOURGEOIS TELEVISION ASSUMES ROLE OF POTENTIAL ANTI-SOVIET HOUSEBREAKER, THREATENING TO FORCE ITS WAY UNWANTED INTO RUSSIAN HOMES TO ESTABLISH IMPERIALIST

IDEOLOGICAL HEGEMONY. THUS, WESTERN CALLS FOR FREE FLOW OF INFORMATION ARE IDEOLOGICAL PLOYS DISGUISED BOURGEOIS ATTEMPTS TO INTERFERE IN INTERNAL AFFAIRS OF SOCIALIST COUNTRIES, AND ARE TO BE DISTINGUISHED FROM "GENUINE" EFFORTS TO COOPERATE IN THE AREA OF INTERNATIONAL BROADCASTING.

3. IN HIS BOOK BIRYUKOV ANIMADVERTS WESTERN TELEVISION FOR ITS SHALLOWSNESS, VIOLENCE, SEX, AND FAILURE TO REFLECT REALITY. MOREOVER, HE NOTES, BOURGEOIS BROADCASTING HAS BEEN TRADITIONALLY ANTI-COMMUNIST, BEGINNING IN THE FIFTIES WITH THE EMERGENCE OF VARIOUS "VOICES" SPOUTING HOSTILE, ANTI-SOVIET PROPAGANDA AND CONTINUING TO PRESENT WITH ITS ASSUMPTION OF ROLE AS "DEFENDER" OF HUMAN RIGHTS IN SOCIALIST COUNTRIES. PLAKHOTNYY EXPLAINS PARENTHETICALLY THAT THE "SO-CALLED DISSIDENTS" HAVE DISCREDITED THEMSELVES COMPLETELY BEFORE WORLD OPINION WITH THEIR ANTI-SOVIET TRICKS, THEIR DISREPUTABLE BEHAVIOR WITH RESPECT TO THE COUNTRY WHERE THEY WERE BORN AND GREW UP, AND THEIR VIOLATION OF SOCIALIST MORALITY AND SOVIET LAW.

4. ECHOING BIRYUKOV'S CONCLUSIONS, PLAKHOTNYY WRAPS UP HIS REVIEW WITH ASSERTION THAT SOVIET UNION AND OTHER SOCIALIST COUNTRIES ARE ACTIVELY WORKING TOGETHER TO STRENGTHEN PRINCIPLES OF INTERNATIONAL COOPERATION IN BROADCASTING. HE MAINTAINS, HOWEVER, THAT SUCH EFFORTS

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REPRESENT CAREFULLY CONTROLLED EXCHANGES OF TELEVISION PROGRAMS AUTHORIZED UNDER OFFICIAL GOVERNMENT-TO-GOVERNMENT AGREEMENTS AND WHICH ARE NOT IDEOLOGICALLY THREATENING OR SUBVERSIVE TO COUNTRIES INVOLVED. PLAKHOTNYY EXPRESSES GROWING SOVIET CONCERN THAT ONCE TECHNOLOGY IS READILY AVAILABLE, WESTERN STATIONS WILL BEAM IDEOLOGICALLY-FREIGHTED TV BROADCASTS INTO SOVIET UNION, MUCH IN THE SOVIET-PERCEIVED TRADITION OF FOREIGN RADIO TRANSMISSIONS. HE STATES PLAINLY THAT SOCIALIST COUNTRIES WILL CONTINUE TO RESIST ACTIVELY WHAT HE TERMS WESTERN ATTEMPTS TO GLOBALIZE TELEVISION BROADCASTS THROUGH UNRESTRICTED TRANSMISSION ACROSS NATIONAL BORDERS AND WILL CONTINUE TO CENSURE LOUDLY BOURGEOIS BROADCASTS ON SOVIET INTERNAL AFFAIRS BOTH AS BLATANT INTERFERENCE AND IN CONTRAVENTION OF HELSINKI ACCORDS. TOON

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